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MEDIA REQUEST

San Antonio Stock Show & Rodeo to Celebrate East Arena with Community Ribbon Cutting

New arena reflects a long-term commitment to creating opportunities, building connections and serving San Antonio's Eastside community

SAN ANTONIO, Texas — The San Antonio Stock Show & Rodeo will officially unveil its **East Arena** with a community ribbon-cutting ceremony on **September 16 at 10:00 a.m.**, celebrating not only a new space, but the possibilities it can create for the community that surrounds it.

For the Rodeo, the arena represents a commitment to being more than a neighbor. It is a place the organization hopes will open doors for Eastside youth and families, providing opportunities to experience agriculture, develop leadership skills, connect with educational programs and discover traditions and experiences they may not otherwise encounter.

The vision is for the arena to become a place where the community feels welcome, where partnerships can grow and where young people can find opportunities that help shape their futures.

Rodeo leadership will be joined by elected officials, Eastside community leaders, law enforcement partners and other supporters to officially cut the ribbon and share the vision for how the East Arena can serve the community for years to come.

What:
Eastside Arena Ribbon Cutting
The event will include an official ribbon cutting, remarks from Rodeo and community leaders, and an opportunity to tour the new arena and learn more about plans for agricultural, educational, leadership and community programming.

Who:
Rodeo leadership and volunteers will be joined by elected officials, community leaders and representatives from organizations across San Antonio and Bexar County, including:

- Community Arenas Board
- Local Chambers of Commerce
- San Antonio Police Department
- Bexar County Sheriff's Office
- Bexar County Mounted Patrol

When:
Wednesday, September 16, 2026
Start time 10:00 a.m.

Where:
San Antonio Stock Show & Rodeo – East Arena
706 Frost Bank Center Drive
Directly across the street from Rodeo offices
Corner of Aniol and Frost Bank Center Drive

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